

Golf4Her Launches Trendy and Chic Webtique for Women

With an impressive list of top designers, hard to find fashions and easy navigation, Golf4Her.com is the premier online shopping destination for female golfers who want to Tee It Up in Style!

May 4, 2010 (FPRC) -- Golf4Her.com, a webtique (online boutique) for women's golf apparel, accessories, gear and fitness products, has finally launched. Golf4Her caters to the growing number of female golfers who want to look chic, sexy and fashionable on the golf course. Finding feminine and stylish golf apparel in big-box retail stores, clubhouse pro shops or on the Internet can be just as challenging as the game itself. Golf4Her was designed to eliminate this challenge by clearing the clutter and offering a one-stop, easy-to-use alternative.

It is estimated that golf retailers stock less than 15% of their inventory for women. Golf4Her is 100% for women!

Founder Christina Thompson, an avid golfer, set out to find and assemble a collection of fun, functional and stylish golf apparel and accessories for the female golfer, who According to the National Golf Foundation represents one of the fastest growing demographics in the game of golf. 'Golf4Her is the premier destination for women who are looking for fashionable alternatives to traditional golf apparel, said Thompson. With an estimated 6.5 million female golfers out there and more taking up the sport every day, Golf4Her gives women the resource they need to express their own personal style while out playing a round of golf!'

Golf4Her has partnered with the golf industry's top designers to offer the latest styles, newest fabrics and hottest trends in women's golf fashion. It is committed to seeking out new trends and designers to provide the most stylish golf apparel available. Golf4Her offers a collection of the basic golf essentials that every golfer must have as well as trendy items that will get you excited about playing your next round.

'At Golf4Her, our goal is to inspire women to look and feel their best on and off the course', said Thompson. 'We hope to be the first stop when shopping for golf apparel and accessories. We will always make every effort to streamline the shopping experience by continuously offering the latest collection of fun, functional and stylish golf fashions. We even integrated a live chat feature that gives our website a human touch and offers customers real-time support from our staff members should they have a question that needs immediate attention.'

Golf4Her understands that golf isn't simply a game, it's a lifestyle. With the line between street and fairway fashions getting blurry, many styles and products available on Golf4Her are suitable on and off the course. Whether you're teeing-off or just sipping tea with friends, you are sure to find something you'll love at Golf4Her.com.

Customers will enjoy the modern look and a clean uncluttered design of the website, which makes navigating and shopping on Golf4Her.com a breeze. With an impressive list of top designers, unique features and hard to find styles, Golf4Her is on its way to becoming the premier shopping destination for female golfers.

Special Features:

MyRewards Program - allows customers to earn valuable rewards points for every dollar spent on Golf4Her.com. When enough points are earned, they can be redeemed for store credit. Unlike other rewards programs, there is no membership fee to join.

The Front 9 & The Back 9 - Golf4Her has created 2 easy-to-use sections of the webtique: The Front 9 carries all the newest merchandise added to its 'virtual shelves'. The Back 9 contains great overstocked items that have just been marked-down.

Your Fashion Caddy - This section takes the guess work out of shopping by offering helpful tips and suggestions on how to pull together the perfect golf ensemble. This feature is especially helpful when shopping for a gift or when a customer is not quite sure whether certain items will work together.

Social Networking - Since golf is the ultimate social sport, Golf4Her encourages women to engage its growing network of friends, fans, and followers on social media sites such as Facebook, LinkedIn and Twitter. Participants have access to updates on new merchandise, sales, promotions, special events and opportunities to connect with female golfers from around the world who love to play golf.

Designers Golf4Her will carry in Spring/Fall 2010:

Abacus, Ame & Lulu, BornFit, Cleatskins, Donna Bonn Designs, Glove It, Golftini, Golfstream Shoes, HJ Glove, Hugo Boss GREEN, Iconic Sport, IzodG, JoFit, Lija, Loudmouth Golf, Quagmire Golf, Sassy Caddy, Three Tees Golf, Tracey Lynn Designs, and more.

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